



MarketingProfs B2B Forum 2008 ROI Worksheet

We have estimated the general impact of **MarketingProfs Business-to-Business Forum** attendance on subsequent sales, based on feedback from attendees of the 2007 B2B Forum. Use this worksheet as a fun way to estimate your own ROI based on your cost of attending the 2008 Forum, and your 2007 gross sales. Keep in mind that the ROI figure you will calculate here is a conservative estimate: your Forum ROI may exceed it. Print this sheet and start calculating!

1. _____ Your 2007 gross sales
2. _____ 3% of your 2007 gross sales (Line 1 x .03)
3. _____ Cost of attending **MarketingProfs B2B Forum**, Boston, June 9-10, (registration fee, travel, room, per diem)
4. _____ Subtract Line 3 from Line 2
5. _____ Divide Line 4 by Line 3
6. _____ Multiply Line 5 x 100
7. _____% **Your Projected Forum 2008 ROI**

ROI Calculation: $[(\text{Line 2} - \text{Line 3}) \div \text{Line 3}] \times 100$

Example:

Gross sales 2007:	\$200,000
3% of gross sales:	\$ 6,000
<u>Attendance 2008:</u>	<u>\$ 3,000</u>
ROI Calculation:	$\$6,000 - 3,000 (3,000) \div 3,000 (1) \times 100 = 100$
Estimated ROI:	100%

If your:

ROI is a negative figure: Your sales need a boost. Make this investment; we'll figure out how to drive them higher.

ROI is 1% - 5%: Attendance can serve your company's growth in real dollars.

ROI is 5% - 10%: Attendance is a solid investment.

ROI is 10% +: A no-brainer. See you in Boston!

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